

**HOUSTON FIRST CORPORATION | GREATER HOUSTON CONVENTION  
AND VISITORS BUREAU  
MINUTES OF THE JOINT SALES COMMITTEE**

**OCTOBER 10, 2016 – 2:00 P.M.**

The Joint Sales Committee of the Greater Houston Convention and Visitors Bureau, a Texas non-profit corporation, and Houston First Corporation (the "Corporation"), a Texas non-profit corporation created and organized by the City of Houston as a local government corporation pursuant to TEX. TRANSP. CODE ANN. §431.101 et seq. and TEX. LOC. GOV'T. CODE ANN. §394.001 et seq., held a meeting at the George R. Brown Convention Center, 1001 Avenida de las Americas, Houston, Harris County, Texas 77002, on Monday, October 10, 2016, commencing at 2:00 P.M. Written notice of the meeting including the date, hour, place and agenda for the meeting, was posted in accordance with the Texas Open Meetings Act. The following members participated in the meeting: David Mincberg, Tom Netting, Scot Cotton, Fernando Cuellar, Harry Greenblatt, Stephanie Haynes, Nicki Keenan, Ryan Laskey and David Solomon.

The meeting was called to order at approximately 2:07 p.m.

1. **Public Comments.** None.
2. **Review and Approval of Minutes.** After a motion duly made and seconded, the minutes of the June 14, 2016 meeting of the Joint Sales Committee were approved as presented. David Mincberg abstained from voting on this item.
3. **Presentations.** None.

Prior to beginning discussions related to the Sales, Event Services and Client Services Business Plans and Budgets, Dawn Ullrich and Brenda Bazan provided an overview of the 2017 Budget, including long-term investments, the anticipated impact of a reduced distribution from Hilton Americas-Houston and a lower hotel occupancy tax revenue forecast; however, they explained that the lower revenues were neither unexpected nor unanticipated. Houston First has prepared for the volatility of the industry via its Stabilization Reserve, which was established to respond to circumstances such as these. Further, they explained that consultants, sponsorships and non-essential capital would be clearly scrutinized for the 2017 budget.

4. **Consideration and recommendation of the Sales 2017 Business Plan and Budget.** The full Sales 2017 Business Plan and Budget was distributed to the Committee prior to the meeting, so John Solis first briefed the Committee on the 2016 room night dashboard; January through September 2016 sales production; and January through September 2016 site visits. Mr. Solis then provided background on a few of his goals in the business plan, including prioritization of prospecting opportunities for citywide business; showcasing the convention center campus; and anticipated benefits derived through the Customer Advisory and Innovation Board.

Brenda Bazan then provided detail on the proposed 2017 Budget, which included explanations of certain variances between 2016 projected and 2017 budgeted revenues and expenses.

Following a thorough discussion on this item, a motion was made and duly seconded to recommend the Sales 2017 Business Plan and Budget to the Houston First Corporation Board for consideration and approval.

5. **Consideration and recommendation of the Event Services 2017 Business Plan and Budget.** The full Event Services 2017 Business Plan and Budget was distributed to the Committee prior to the meeting, so Paul Casso provided highlights related to collaboration with Sales on customer-facing opportunities to increase productivity; participation in the use of marketing and hospitality assets for Super Bowl LI; delivery of a lasting “wow” impression; increasing participation and strengthening partner relationships; and, elevating the Top Taxi Houston program.
6. **Consideration and recommendation of the Client Services 2017 Business Plan and Budget.** The full Client Services 2017 Business Plan and Budget was distributed to the Committee prior to the meeting, so Judi Quesonova provided highlights related to the delivery of innovative experiences to engage and educate attendees present at city-wide events; design of a Planning Assistance Information Section on the Visit Houston website; establishment of a convention services core work group to focus on exceeding expectations by enhanced communications with major stakeholders; and, cultivation of GHCVB members and partners to increase knowledge of their capabilities.

Brenda Bazan, after advising the Committee that the Event Services and Client Services budget had been combined until this year, provided detail related to the proposed 2017 Budget, which included explanations of certain variances between 2016 projected and 2017 budgeted revenues and expenses.

Following a thorough discussion on this item, a motion was made and duly seconded to recommend the Client Services 2017 Business Plan and Budget to the HFC Board of Directors for consideration and approval. Scot Cotton left the meeting at 3:26 p.m. and did not vote on this item.

7. **Announcements.** Dawn Ullrich provided upcoming dates for the GRB/Partnership Tower tours, the HFC Open House and the HFC Board meeting.

After a motion duly seconded, the meeting adjourned at approximately 3:32 P.M.

      /s/      

Pamela Walko, Secretary